What is Claimed is:

1. A message delivery method, comprising:

(a) delivering viewing behavior information of a first viewer from one or more viewing stations which the first viewer is using to a processing system;

(b) delivering viewing behavior information of a second viewer from one or more viewing stations which the second viewer is using to the processing system;

(c) processing the first viewer viewing behavior information delivered to the processing system to select a first viewer multimedia message targeted to the first viewer;

(d) processing the second viewer viewing behavior information delivered to the processing system to select a second viewer multimedia message targeted to the second viewer; and

(e) delivering the first viewer multimedia message to a viewing station of the first viewer.

2. The method of claim 1 further comprising:

(f) delivering demographic information regarding the first viewer to the processing system;

(g) delivering demographic information regarding the second viewer to the processing system;

3. The method of claim 2 wherein (c) includes processing the first viewer demographic information to select the first viewer multimedia message.

4. The method of claim 3 wherein (d) includes processing the second viewer demographic information to select the second viewer multimedia message.

5. The method of claim 2 wherein the processing of (c) and (d) are at the processing system.

6. The method of claim 2 wherein (a) includes the viewing behavior defining first viewing behavior and the using is at a first use time, and (c) includes the message defining a first message; and further comprising:

(h) delivering second viewing behavior information of the first viewer from a viewing station, which the first viewer is using at a second use time after the first use time, to the processing system;

(i) processing, at the processing system, at least the first viewer demographic information and the first viewer second viewing behavior information to select a first viewer multimedia second message; and

(j) delivering the second message to a viewing station of the first viewer for viewing thereat.

7. The method of claim 6 wherein (j) includes delivering the second message during the delivery of multimedia content to the viewing station of the first viewer.

8. The method of claim 7 wherein (i) includes the processing being independent of the multimedia content.

9. The method of claim 2 further comprising delivering the second viewer multimedia message to a viewing station of the second viewer.

10 The method of claim 1 wherein (e) includes delivering the message with multimedia content to the viewing station of the first viewer.

11. The method of claim 2 wherein (a) includes the viewing behavior information including downloading speed information of the viewing station which the first viewer is using.

12. The method of claim 2 wherein (e) includes the viewing station including a television.

13. The method of claim 12 wherein (a) includes the viewing station including a video-on-demand system.

14. The method of claim 1 wherein the processing system includes a processing server operatively connected to the Internet.

15. The method of claim 1 wherein the first multimedia message is a video message.

16. The method of claim 1 wherein the viewing behavior is video viewing behavior.

17. The method of claim 1 wherein (a) includes the viewing behavior information including the time of viewing by the first viewer.

18. The method of claim 1 wherein (a) includes the viewing behavior information including the length of viewing time of the first viewer at the viewing station.

19. The method of claim 1 wherein (e) includes presenting the first viewer multimedia message when there is a break in the availability of the multimedia content for presentation at the viewing station.

20. The method of claim 1 wherein (e) includes delivering the first viewer multimedia message to the viewing station simultaneously with the delivery of the multimedia content thereto.

21. The method of claim 1 wherein (e) includes pre-caching the first viewer multimedia message for presentation at the viewing station when multimedia content to be viewed is generally not available for presentation.

22. The method of claim 1 wherein the multimedia content is not available because a sufficient amount thereof has not been downloaded.

23. A message delivery system, comprising:

a processing system;

means for delivering to the processing system viewing information on the viewing of multimedia content by a first viewer;

means for displaying at a viewing station multimedia content for viewing by the first viewer;

wherein the processing system uses the viewing information to select a desired sponsored video message; and

means for delivering the message to a viewing station for viewing by the first viewer in conjunction with the viewing by the first viewer of the multimedia content.

24. The system of claim 23 further comprising:

means for delivering demographic information about the first viewer to the processing system; and

wherein the processing system also uses the demographic information to select the desired message.

25. The system of claim 24 further comprising:

means for delivering second-viewer demographic information on a second viewer to the processing system;

means for delivering to the processing system second-viewer viewing information on the viewing by the second viewer of multimedia content;

means for displaying at a viewing station multimedia content for viewing by the second viewer;

wherein the processing system uses the second-viewer demographic information together with the second-viewer viewing information to select a desired second-viewer sponsored video message different from the message for the first viewer; and

means for delivering the second-viewer message to a viewing station for viewing by the second viewer in conjunction with the viewing by the second viewer of the multimedia content.

26. The system of claim 23 wherein the displaying means includes the viewing station including a computer monitor and a computer speaker.

27. The system of claim 23 wherein the displaying means includes the viewing station including a television.

28. The system of claim 23 wherein the viewing information includes viewing information on the first viewer every time the first viewer logs onto the processing system and views multimedia content.

29. The system of claim 23 further comprising means for pre-caching the message for presentation when the multimedia content is at least substantially not available for presentation at the viewing station.

30. The system of claim 29 wherein the pre-caching means is at the viewing station.

31. A message delivery system, comprising:

first and second viewing stations;

a multimedia content server;

a message server including a plurality of different sponsored video messages;

a processing server which processes multimedia viewing information about a first viewer and therefrom selects a first message from the plurality of messages;

the first station presenting the first message from the message server and multimedia content from the multimedia content server for viewing by the first viewer;

the processing server processing multimedia viewing information about a second viewer and therefrom selecting a second message from the plurality of messages; and

the second station presenting the second message from the message server and multimedia content from the multimedia content server for viewing by the second viewer.

32. The system of claim 31 wherein the processing server also processes demographic information on the first viewer to select the first message and demographic information on the second viewer to select the second message.

33. The system of claim 31 further comprising a recipient assembly which presents viewer/viewing information transmitted thereto by the processing server.

34. A processing server programmed to:

receive multimedia first-viewer viewing information relative to a first viewer;

process the first-viewer viewing information to obtain first processed information, and associate the first processed information with a first sponsored video message from a database of messages for delivery to a first viewing station for viewing by the first viewer together with multimedia;

receive second-viewer multimedia viewing information relative to a second viewer; and

process the second-viewer viewing information to obtain second processed information and associate the second processed information with a second sponsored video message from the database for delivery to a second viewing station for viewing by the second viewer together with multimedia.

35. The server of claim 34 further programmed to receive first-viewer demographic information relative to the first-viewer and to process the first-viewer demographic information together with the multimedia first-viewer viewing information to obtain the first processed information.

36. The server of claim 34 further programmed to transmit viewer/viewing information to a recipient assembly for presentation to a recipient.

37. A processing server, comprising:

means for receiving first-viewer demographic information and first-viewer multimedia viewing information, both relative to a first viewer;

means for processing the first-viewer informations to obtain a first signal for delivery to a message server for selecting therefrom a desired first sponsored video message, the first message to be viewed by the first viewer at a viewing station;

means for receiving second-viewer demographic information and second-viewer multimedia viewing information, both relative to a second viewer; and

means for processing the second-viewer informations to obtain a second signal for delivery to the message server for selecting therefrom a desired second sponsored video message, the second message to be viewed by the second viewer at a viewing station.

38. The server of claim 37 further comprising means for delivering viewer/viewing information to a recipient assembly for presentation to a recipient.

39. A presentation delivery method, comprising;

(a) delivering a sponsored message over the Internet to a viewing station;

(b) pre-caching the delivered message at the viewing station;

(c) delivering multimedia content over the Internet to the viewing station;

(d) presenting the delivered multimedia content at the viewing station; and

(e) presenting the pre-cached message at the viewing station at a time when the multimedia content is at least substantially not available.

40. The method of claim 39 wherein (c) is at the same time as (e).

41. The method of claim 39 wherein (e) is before (d).

42. The method of claim 39 wherein the multimedia content is not available because a sufficient portion of the multimedia content has not been pre-cached.

43. The method of claim 39 wherein the multimedia content is not available because (c) includes a break in the delivering of the multimedia content.

44. A presentation delivery method, comprising:

(a) pre-caching a sponsored message at a viewing station;

(b) loading at least a portion of multimedia content at the viewing station;

(c) during (b), presenting the sponsored message at the viewing station to a viewer;

(d) after (c), presenting the multimedia content at the viewing station to the viewer.

45. The method of claim 44 further comprising before (a), obtaining information relative to the viewer and based on the information, selecting the message so as to be specifically targeted to that viewer.

46. The method of claim 45 wherein the information includes prior multimedia viewing information of the viewer.

47. The method of claim 46 wherein the information further includes demographic information on the viewer.

48. The method of claim 44 wherein the sponsored message is a video message.

49. The method of claim 44 wherein (a) includes the pre-caching being from off of the Internet.

50. The method of claim 49 wherein (b) includes the loading being from off of the Internet.